

SEC32

kik.

**Token Event**  
*Communications Strategy*

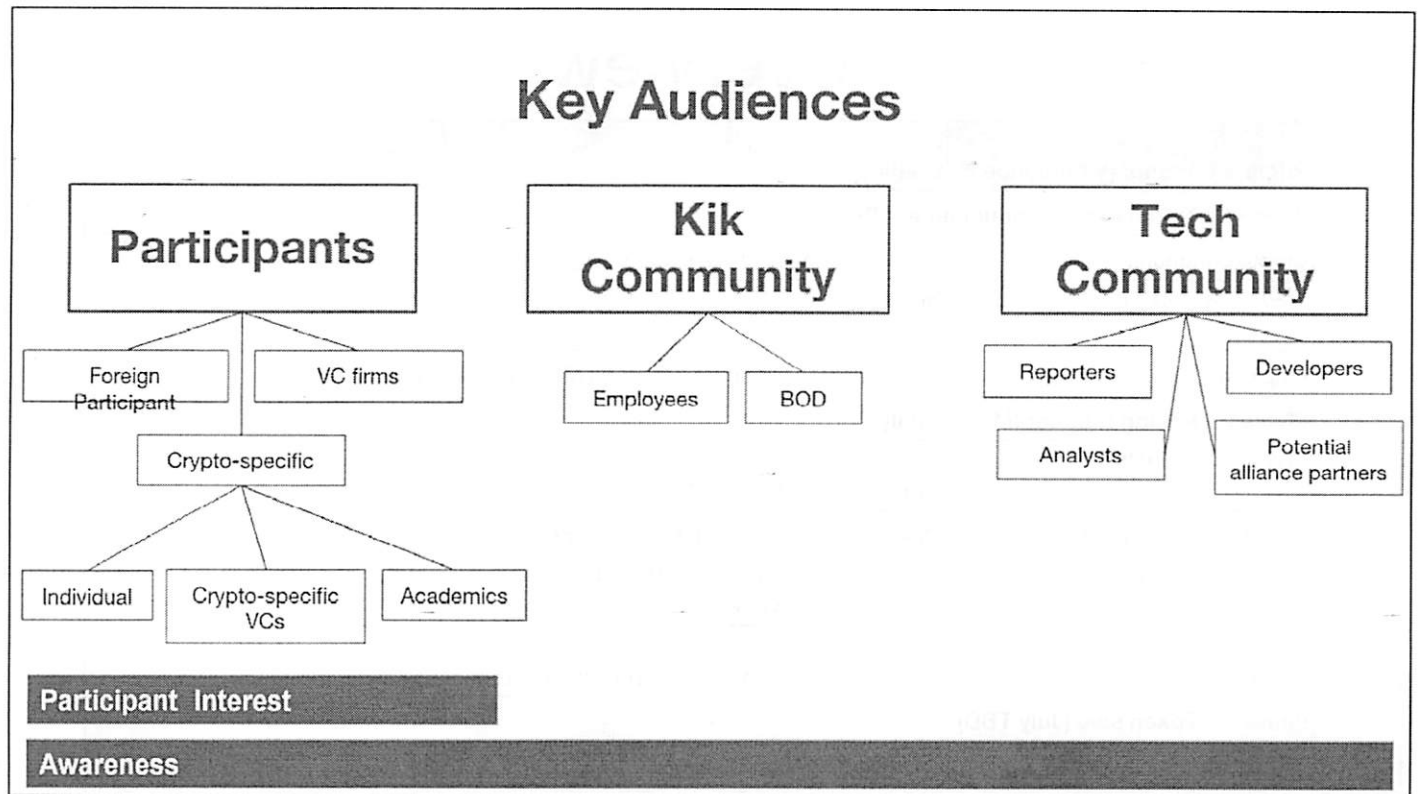
Confidential Treatment Requested by Coinfund LLC

COINFUND006070



## **Table Of Contents**

- Key audiences
- Media strategies:
  - Phase 1: Token event announcement - Wednesday, May 24
  - Phase 2: Rolling thunder
  - Phase 3: Token event - July TBD
- Kik assets
- Topics to address in messaging/interviews



# Overview

Primary/Secondary Audiences	Goals
<b>Phase 1 - Token event announcement (May 24)</b>	
Crypto community	Raise awareness of Kik's upcoming token sale in July
Traditional participants	Generate interest in Kik's strategy of creating an ecosystem to compete against Facebook
Employees	Communicate the strategy and GTM to the company
<b>Phase 2 - Rolling thunder (May 25-July TBD)</b>	
Crypto community	Become an active member in various forums to drive excitement and participation in token sale
Traditional participants	Meet with VCs to drive interest in a presale
Tech community	Help tech community understand why Kik is in a unique position to make a cryptocurrency work
Employees	Excite and encourage employees to help recruit for the crypto team
<b>Phase 3 - Token sale (July TBD)</b>	
Crypto community	Drive participation in sale

# News Pipeline

**Set announcements:**

- Token event (Kik doing crypto), May 24
- Advisors announcement, TBD
- Verification launch, TBD
- New foundation & board of directors, TBD
- Token sale, July TBD

**Other potential announcements:**

- Token sale details
- AMA
- List of events and meetup participation
- Any potential partnerships (e.g., Starfire)
- Completed security audit



***Token Event Announcement***  
*May 24*

Confidential Treatment Requested by Coinfund LLC

COINFUND006075

# Phase 1: Token Event Announcement

Desired Outcome	Approach/Tactics
<b>Participants:</b> <ul style="list-style-type: none"> <li>• Drive interest and awareness of Kik token sale</li> <li>• Share Kik's unique position to execute against this vision</li> </ul>	<ul style="list-style-type: none"> <li>• Fireside at Token Summit</li> <li>• Press release and Medium post by Ted</li> <li>• Exclusive with Wired (one guaranteed piece of coverage that dives deep into our story and why we're doing this)</li> <li>• Day-of outreach with a broader set of media – crypto-specific media, business and tech reporters, analysts, etc.</li> <li>• Landing page with more info, a video and whitepaper download</li> </ul>
<b>Kik community:</b> <ul style="list-style-type: none"> <li>• Communicate the vision and strategy behind crypto and how everyone will fit into this vision</li> </ul>	<ul style="list-style-type: none"> <li>• Internal communication during sitdown leading up to announcement</li> </ul>
<b>Tech community: Awareness</b> <ul style="list-style-type: none"> <li>• Share context why Kik is doing this and why we're uniquely positioned to execute against this vision</li> </ul>	<ul style="list-style-type: none"> <li>• Same approach and tactics as participants</li> </ul>



## Strategy: Exclusive

**Media Strategy:** Target Cade Metz, Wired senior staff writer and one of the most respected tech reporters in the industry

**Tactics:**

- Reach out to Cade three weeks prior to May 24 to offer the exclusive and an ongoing series covering the entire process – token event announcement to actual sale
- Organize trip to Waterloo to meet with Ted and execs
- Brief vetted Bitcoin experts as references (panel of advisors)
- Brief one industry analyst under embargo
- Coordinate meetings with two Kik investors (i.e., Fred)

WIRED

The Initial Coin Offering, the Bitcoin-y Stock That's Not Stock—But Defini

SHARE

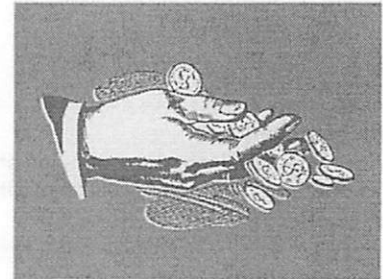
FACEBOOK

TWEET

COMMENT

EMAIL

DATE POSTED: BUSINESS 02.19.17 7:00 AM  
**THE INITIAL COIN OFFERING,  
THE BITCOIN-Y STOCK THAT'S  
NOT STOCK—BUT DEFINITELY A  
BIG DEAL**

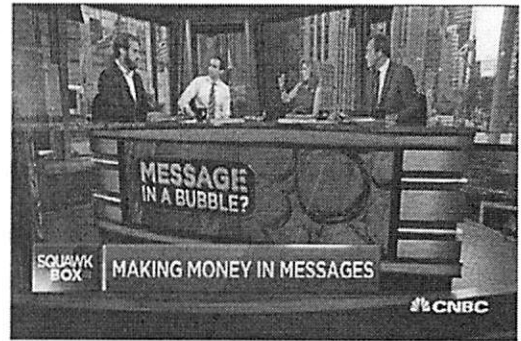


## Day-of Announcement Activity

**Media Strategy:** Press release, broadcast and day-of interviews

**Tactics:**

- Ted participates in a fireside chat making the announcement (11:45 a.m. ET)
- Distribute press release and publish Medium post at the start of Ted's session
- Schedule press conference at Token Summit event (noon ET)
- Setup broadcast interviews for Ted with Bloomberg, BNN, CNBC and Cheddar (afternoon)
- Hold 15-minute interviews after the announcement is made with business, tech and Canadian media



**Bloomberg**

**BNN**

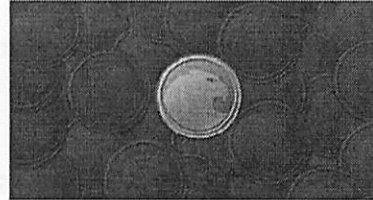
**cheddar**

**CNBC**

# Community Management

## Tactics:

- Publish landing page with CTA to capture emails; page will contain whitepaper, more details on tech and security, a video explaining vision and timelines
- Push assets to owned subreddit, Slack channel and Twitter handle, driving people back to the landing page
- Publish a blog post on Kik-owned Medium channel (1st post)



### Announcing the Aragon Network Token sale

ANNT sale starts on May 17th. Beware! trapping the creation of the world's first digital jurisdiction.

Luis Cuernavaca  
Apr 20

Edmund



### The path to mainstream decentralized organizations

Yesterday, we published our development plan for Aragon Core and the Aragon Network. This post explains in greater detail our structure too.

Luis Cuernavaca  
Apr 20



### Introducing the Aragon Development Plan

The road ahead to make decentralized organizations widespread

Luis Cuernavaca  
Apr 20



### Aragon Network Token sale terms

Founder vesting, simple pricing and distribution

Luis Cuernavaca  
Apr 20



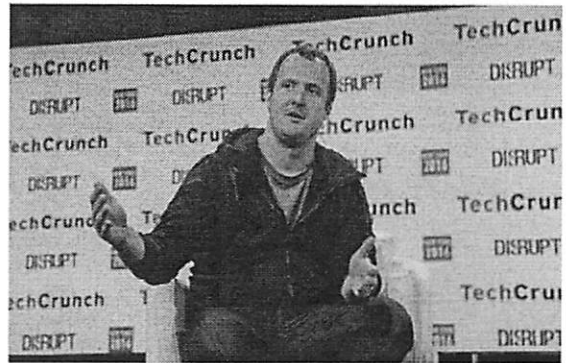
# Internal Communications

## Goals:

- Give everyone a clear understanding of why we're doing this and how Kik is uniquely positioned
- Use the event to generate excitement within the company

## Dates:

- May 18: Present high-level vision and GTM to the company
- May 24:
  - Company-wide email
  - EOD media recap





# Token Event Announcement KPIs

Program Element	KPI
<b>All audiences (participants, Kik community, tech community)</b>	
Exclusive with Wired	<ul style="list-style-type: none"> <li>• 1 article</li> <li>• # of shares/likes of article</li> </ul>
Day-of media coverage	<ul style="list-style-type: none"> <li>• Total # of interviews</li> <li>• Total # of articles</li> <li>• Total # of broadcast interviews/coverage</li> </ul>
Blog post by Ted	<ul style="list-style-type: none"> <li>• # of likes and views of Medium</li> </ul>
<b>Participants</b>	
Crypto-specific blogs and forums	<ul style="list-style-type: none"> <li>• # of interviews</li> <li>• # of articles</li> </ul>
Social amplification	<ul style="list-style-type: none"> <li>• # of impressions and click-thrus</li> </ul>
<b>Tech community</b>	
Newsletter	<ul style="list-style-type: none"> <li>• # of opens</li> <li>• Click-thru to website</li> </ul>



# ***Rolling Thunder***

Confidential Treatment Requested by Coinfund LLC

COINFUND006082

## Phase 2: Rolling Thunder

Desired Outcomes	Approach/Tactics
<b>Investors:</b> <ul style="list-style-type: none"> <li>Secure pre-sales from various investors leading up to sale event</li> <li>Become an active member in various forums to drive excitement and participation in token sale</li> </ul>	<ul style="list-style-type: none"> <li>Potential news items: <ul style="list-style-type: none"> <li>Full advisory board</li> <li>Rollout registration/ID verification page</li> <li>Anything else?</li> </ul> </li> <li>Roadshow to target investors, press, meetups</li> <li>Briefings with analysts and academics</li> <li>Active participation in relevant community channels</li> <li>Speak at TechCrunch Shenzhen and Cryptofinancing (London)</li> </ul>
<b>Kik community:</b> <ul style="list-style-type: none"> <li>Excite and encourage employees to help recruit for the crypto team</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing updates during sitdown on meetings, funding progress, etc.</li> <li>Host a fireside in Waterloo with Fred and Ted</li> </ul>
<b>Tech community:</b> <ul style="list-style-type: none"> <li>Help tech community understand why Kik is in a unique position to make a cryptocurrency work</li> </ul>	<ul style="list-style-type: none"> <li>Media dinners and in-person meetings with reporters and analysts in NY, SF, Toronto and China</li> <li>Unpack different storylines with crypto-specific reporters and Kik friends</li> </ul>

# Investor Roadshow

**Goal: Ted to meet with top 2-3 crypto investors in each market**

**Toronto (June 7-8):**

- Anthony Di Iorio, Decentral
- Trevor Koverko, The Website Buyer

**New York (June 12-14):**

- Barry Silbert, digital currency group
- Winklevoss Capital
- Digital Currency Group
- Future perfect VC
- RRE ventures

**China and Japan? (June 19-22):**

- [fenbushi.vc](https://www.fenbushi.vc) (Shanghai)
- Shuoji Zhou: <https://www.linkedin.com/in/shuoji Zhou/> (Beijing)
- Wanxiang Holdings
- Roger Ver
- Jeremy Wood, IOHK

**San Francisco (June 26-28):**

- Chris Dixon Andreessen Horowitz
- Pantera Capital
- Tim Draper
- Polychain Capital
- Brock Pierce (LA)
- Naval Ravikant

**London (July 6-7):**

- Pamir Gelenbe, Hummingbird
- Bnktothefuture
- Eric Benz, Credits

# Roadshow

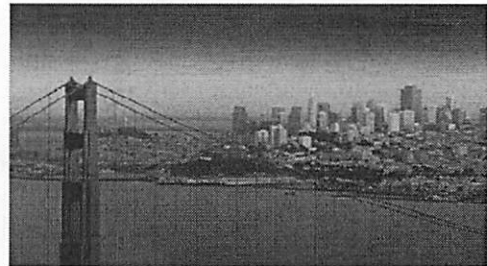
**Media Strategy:** Setup in-person interviews with friendlies and analysts; setup in-person meetings with crypto investors reporters

**Tactics:**

- Media dinner in Toronto
- In-person meetings in SF and NY
- 1-2 Meetups w/ Ted in SF, NY, Toronto, London
- Leverage Fred Wilson and other advisors to validate this strategy with media and analysts
- Speak at TechCrunch Shenzhen and Cryptofinancing (London)

**Key Topics:**

- *Kik is converting its network into crypto users*
- *Why chat + crypto makes sense*
- *How chat's ecosystem (bots, expression, etc.) will drive*
- *Potential alliance to trump Facebook's network effects*
- *General industry/Kik decline (if this is part of the narrative, this needs to be addressed head-on)*
- *Why Kik will be the first one to make this successful*

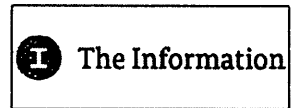




# Media Outreach

## Friendlies:

- Parmy Olson, Forbes
- Erin Griffith, Fortune
- Shane Dingman, The Globe & Mail
- Cory Weinberg, The Information
- Kurt Wagner, Recode
- Ben Thompson, Stratechery (reach)
- Jon Russell, TechCrunch



## Crypto Targets:

- Smith + Crown
- CoinDesk
- Week in Ethereum
- Various podcasts

## Academic Outreach:

- Share whitepaper with leading academics of crypto space



# Community Management

## Tactics:

- Reddit AMA with Ted
- Developer evangelist participation in various subreddits and Slack channels
- Medium a regular cadence of Medium blog posts
- Translate the whitepaper to Chinese (TBD)?

## Meetups:

- NYC Ethereum Meetup
- NYC Women in Blockchain
- Ethereum London
- Silicon Valley Meetup
- Canada Bitcoin Blockchain



# Internal Communication

## Goals:

- Generate excitement for the teams
- Provide a productive forum to ask questions

## Dates:

- May 25: 10 minutes during sitdown to address any questions from token event announcement
- June TBD: Crypto roadmap with Eran
- June 22: Host fireside with Ted and industry expert on progress on token event and conversations from the road (e.g., media, investors, etc.)
- July TBD (week before token event): Share updates and plans with company
- July TBD (day of token event):
  - Company-wide email
  - EOD media recap



# Rolling Thunder KPIs

Program Element	KPI
<b>Tech community</b>	
Media dinner in Toronto	<ul style="list-style-type: none"> <li># of reporters in attendance</li> </ul>
Media and analyst briefings in NY and SF	<ul style="list-style-type: none"> <li># of media briefings</li> <li># of analyst meetings</li> <li># of articles as a result of briefings</li> </ul>
In-person meetings with potential alliance partners (need an owner for this)	<ul style="list-style-type: none"> <li># of meetings set with relevant companies</li> </ul>
<b>Investors</b>	
Reddit AMA, etc.	<ul style="list-style-type: none"> <li>TBD</li> </ul>
Coin landing page	<ul style="list-style-type: none"> <li>Website traffic</li> </ul>
Coin academic outreach	<ul style="list-style-type: none"> <li># of meetings with academics</li> <li># of articles published</li> </ul>

# ***Token Sale***

Confidential Treatment Requested by Coinfund LLC

COINFUND006090



## Phase 3: Token Sale

Desired Outcomes	Approach/Tactics
<b>Investors:</b> <ul style="list-style-type: none"> <li>Secure 100% funding within predetermined timeframe</li> </ul>	<ul style="list-style-type: none"> <li>Press release announcing start of sale and milestones reaches</li> <li>Pre- and day-of briefings, resulting in articles in business, tech and crypto publications/blogs</li> <li>Push sale page</li> <li>Post and monitor community forums in Reddit, etc.</li> </ul>
<b>Kik community:</b> <ul style="list-style-type: none"> <li>Excite and encourage employees to help recruit for the crypto team</li> </ul>	<ul style="list-style-type: none"> <li>Clear communication on success of event, next steps and general timing</li> </ul>
<b>Tech community:</b> <ul style="list-style-type: none"> <li>Drive excitement among the tech community</li> </ul>	<ul style="list-style-type: none"> <li>Same approach and tactics as investors</li> </ul>



# Token Sale

## Media Strategy:

- Follow funding announcement playbook
  - Hold select pre-briefings with media
  - Press release and day-of outreach
- Expect coverage to follow IPO newscycle
  - Initial articles once coins go on sale
  - Updates throughout the day

## Media Targets:

- Coin/financial press
- Business press
- Tech press



# Community Management

## Tactics:

- Push sale page
- Drive investors to the sale page through the owned channels
- Publish blog post by Ted on Medium, Kik's blog, and Kik-owned channels



# Strategy: Internal Communication

## Goals:

- Share results of token event
- Provide clear direction of how this will affect employees moving forward and what the plan and proposed dates are

## Dates:

- July TBD (day of token event):
  - Company-wide email
  - EOD media recap
- July TBD (sitdown after token event): Recap token event, share next steps and how this will affect company (i.e., it won't affect most people)



## Token Event KPIs

Program Element	KPI
All audiences (investors, Kik community, tech community)	
Pre- and day-of briefings with media and analysts	<ul style="list-style-type: none"><li>• Total # of pre- and day-of briefings</li><li>• Total # of articles</li></ul>
Investors	
Coin landing page	<ul style="list-style-type: none"><li>• Website traffic</li></ul>

## Kik Assets

Full list (short list below):

- Token naming and branding
- Narrative and messaging docs
- Press release
- Medium post by Ted
- FAQ
- Proactive partner newsletter
- Landing page and sale site
- Community management list and guidelines



## **Topics to Address/Combat**

- Kik's actual user numbers
- How Kik will return to growth
- Why Kik will be successful doing this
- Why developers will want to build on Kik
- Why a token event will drive bot/community development
- Why other chat companies will want to join this alliance